



FIME 2007

The World's Medical Marketplace



AUGUST 13, 2007

NUMBER 1



FIME 2007 SHOW

East African International Buyers Delegation

Supported by:
U.S. Commercial Service Nairobi



U.S. Commercial Service Nairobi

The U.S. & Foreign Commercial Service (or FCS) is the trade promotion arm of the U.S. Department of Commerce. FCS is one of the five U.S. Foreign Affairs Agencies. Unlike State, FCS only operates in countries with significant bilateral U.S. trade (or trade opportunities). In the 13 countries of Eastern Africa (Burundi, Central African Republic, Djibouti, Democratic Republic of the Congo, Eritrea, Ethiopia, Kenya, Rwanda, Sudan, Somalia, the Seychelles, Tanzania, and Uganda), FCS has only one office:

FCS Nairobi, Kenya, that aims to serve all 13 countries, through partnering with posts. FCS has at present, one American officer (Commercial Counselor) and eight (8) FSN Commercial Specialists and Assistants.



What do we do?

FCS Nairobi can be said to have three missions.

- 1) To promote the export of goods and services from the U.S. to the 13 countries of Eastern Africa.
- 2) To protect, defend, and advocate on behalf of existing U.S. business interests in the same countries.
- 3) To support, communicate with, and (if asked to do so) train U.S. State Department Economic/Commercial staff in those countries in the region without U.S. Department of Commerce staff.

FIME Expo 2007:

FCS Nairobi has previously successfully recruited Kenyan businesses to participate in various international trade shows. This year, we have successfully recruited a group of 20 medical professionals.

The FIME EXPO will take place August 15-17, 2007 • Miami Beach, Florida. Mr. Humphrey Lilech, Senior Commercial Specialist at the U.S. Commercial Service Nairobi is leading the delegation.

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SHALOM COMMUNITY HOSPITAL
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Dr. & Mrs. Onyango (Directors)

We are a community-based hospital offering health services.

Vision

To be a leading health services provider in Kenya.

Mission

To provide quality and affordable, efficient and customer friendly health care.

Location

We are in Machakos town, Machakos District, Eastern Province 63 kilometers south of Nairobi the capital city of Kenya.

Hospital financing

The hospital receives no external financial support but generates finances locally by supporting the National Hospital Insurance fund (NHIF) whose membership is mandatory among workers in Kenya as prescribed by an act of parliament.

Members contribute between ksh60/= and ksh320/= a month (i.e. an equivalent of between one and five dollars a month).

Community work.

We are contracted by NHIF to treat all their hospitalized members at a flat rate of ksh1800 per patient day. E.g. A patient treated for Malaria for three days pays KSh 5400/= only (i.e. less than 83 dollars.)

A different patient done appendisectomy and hospitalized for three days pays the same amount.

This is why we are a community based hospital serving the community at no extra cost as a similar patient treated in a Government hospital will pay the same amount.

Services offered.

We have a bed capacity of 180 and are doing an average of 130 beds per day.

We offer both In and Outpatient services on a 24-hour basis. Other services offered include laboratory, pharmacy, X-ray, ultrasound, physiotherapy, general medical, surgical, orthopedics, Obs/Gynae and ambulance services.

Personnel.

We have seven visiting consultants of different disciplines, one resident consultant Obstetrician Gynaecologist, three medical officers, ten clinical officers, nurses and all other supportive cadres giving a staff force of 110.



Pulse Medics Equipments Kenya

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Naphtaley N. Mugo
Managing Director

Company Profile

Pulse Medics Equipment Kenya Ltd was established in the year 2005, bringing together some of the most experienced and traveled experts in hospital and medical equipment marketing and service provision. Having visited every major hospital and medical institutions and met key decision makers within East and Central African region, we understand this market probably better than anyone else in the region.

This region covering Kenya, Uganda, Tanzania, Rwanda, Burundi, Eastern Congo, Southern Sudan, Ethiopia, Somalia, Zambia and Malawi serves a population of over 400 million people. Apart from the WHO funding, each government uses a large portion of national budget on health sector, not to mention other donors such as Bill Gates, USAID, and JICA, DANIDA, amongst other international donors.

For years, medical equipment suppliers in the region subjected medical institutions with cheap and low quality products. Pulse Medics Equipment Kenya Ltd was established with a vision to filling this void. We supply high quality equipment and offer training and technical back up service for the equipment we supply. Our vision is to be the medical equipment supplier of choice that gives value for money.

Managing Director Mr. Naphtaley Mugo is attending FIME this year expecting to meet manufacturers seeking for representation in the East and Central African region, particularly for the following products:

Anesthesia, medical gases equipment and accessories, operating room equipment, ventilators, patient monitors, diagnostic equipment, suction machines, medical equipment bulbs, baby incubators, laboratory equipment, autoclaves and surgical disposables.

He will be looking out for firms who wish to participate in government tenders in these countries and require a local representative to handle installation, training and regular maintenance service of the equipment they supply. We would like to partner with such firms. Many large companies have failed to win tenders, mainly because they could not proof that they have someone available locally to service and repair the equipment they tender for. We have qualified biomedical technicians who are flexible easily trainable and adaptable to new equipment. Let us take care of your equipment in this region.

Surgik Pharmaceuticals Ltd
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Email: surgik@wananchi.com



Dr Jackson Maina Ndirangu
Chief Executive Officer

COMPANY OVERVIEW

Surgik Kenya was established in 1992.

Surgik Pharmaceuticals Ltd is a limited liability company registered in Kenya, specializing in the distribution of pharmaceutical, surgical and laboratory products, to individuals as well as corporate clients.

BUSINESS STRATEGY

In order to meet the individual needs of clients, **SURGIK PHARMACEUTICALS LTD** maintains a wide range of pharmaceutical, surgical and laboratory products. With our extensive product knowledge base coupled with computer based accounting systems interfaced with a warehouse management system, including invoicing, purchase order, planning and allocation system, makes **SURGIK PHARMACEUTICALS LTD** a key industry player.

Moreover, our functional and technical experience extends to interfacing with third-party conveyers and various pharmaceutical suppliers.

At **SURGIK PHARMACEUTICALS LTD** we are continually expanding upon our product knowledge and services to assist clients with successfully delivering of pharmaceutical, surgical and laboratory products.

Exceptional functional and technical expertise coupled with extensive industry knowledge makes **SURGIK PHARMACEUTICALS LTD** the ideal choice for a pharmaceutical distribution firm in Kenya.

COMMITMENT

To deliver a long-term mutually beneficial relationship with our suppliers and customers that would culminate in our mutual success.

SURGIK PHARMACEUTICALS LTD wishes to position itself so as to take advantage of current and future business opportunities.

PHARMATRADE ETHICALS LTD

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pharmatradeethicals@hotmail.com



Dr. Peter K. Ndirangu
Managing Director

COMPANY OVERVIEW

Pharmatrade Ethicals Ltd was founded and incorporated in 1999.

Our company is duly registered by the Ministry of Health through the Pharmacy and Poisons Board.

We specialize in importation of pharmaceuticals mainly from Europe, Middle East and Asia. We supply major institutions like government hospitals, major wholesale and retail pharmacies.

We have a wide range of products at very competitive prices.

Our mission is to ensure efficient supply of reasonably priced pharmaceuticals.

We have plans to start local manufacturing of several generic and branded medicines.

We have had a good working relationship with our customers, suppliers and bankers.

We have been involved in charity work like educating poor students as part of the companies' social responsibilities.

We look forward to working with any interested parties at any time required to do so.

PHARMART CHEMISTS LTD

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pharmartchemist@yahoo.com



DR JOHN MUTURI

Managing Director

COMPANY OVERVIEW

PHARMART CHEMISTS LTD was established in 1996 to handle community pharmacy prescription refills in Kenya. We have been accredited by various health insurance providers, governmental and non-governmental institutions to handle their client's requirements.

PHARMART CHEMISTS LTD stocks and distributes pharmaceuticals products, surgical items and health related products.

Pharmart chemists operate a unique chain of retail outlets trading as ABC PHARMACY, ARCHEM PHARMACY, and ROSEGATE PHARMACY AND PHARMART CHEMISTS within shopping malls in Kenya.

Our long operating hours, plus dial-a-delivery service have been our strengths coupled with professionally trained staff.

Pharmart chemists locales are:

- ABC PLACE Westlands,
- PRETIGE PLAZA NGONG ROAD
- NAKUMATT MEGACITY KISUMU,
- TUSKER MATTRESS THIKA,
- UNIAFRIC HOUSE NAIROBI,
- TUSKER MATTRESS ELDORET
- UKAY CENTRE WESTLANDS,
- NAKUMATT LIFESTYLE,
- TUSKER MATTRESS BURUBURU,
- NAKUMATT THIKA ROAD,
- NAKUMATT KISII,

and many others.

Microsoft based software have been installed in all the branches to give an online view of all transactions on a daily basis. This coupled with a strong administrative team has given PHARMART CHEMISTS a head start mileage amongst other players in the field.

We look forward into strong partnering with our clients and suppliers for a bright future.

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MARY MATU
Managing Director

COMPANY OVERVIEW

We have operated for over 10 years, with a vision to be the leading distributor of Medical supplies and related Medical equipment in East and Central Africa.

Our Products include:

- All level of Medical and Diagnostic equipment
- Surgical Instruments and Sets
- Pharmaceutical Disposables
- Laboratory Reagents and Test Kits
- Hospital Furniture



Our main services include:

Sales of all hospital equipment and supplies, Consultation and Advice, Installation, Testing and Commissioning, Site planning, Pricing and Staffing.

Partnerships:

We have formed professional partnerships with reputable, local / international, manufactures / suppliers, and focus most of our sales and marketing efforts to both the public as well as private sector. Our International partners include:

- Holden Limited (The Netherlands)
- IMRES (The Netherlands)
- N.V. Organon (The Netherlands)
- Internacional Pharmaceutical (Mexico)
- BD (Belgium)
- Dafra Pharma (Belgium)

Corporate Social Responsibility:

- Organizing, coordinating and financing medical camps in rural as well as urban areas. Most of our camps have been in poor communities.
- Education assistance for low income but bright students in Kenya. We put special emphasis on the girl child.
- Donation of free medical equipment and medical supplies.

HASS SCIENTIFIC LTD

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cservice@hassscientific.com



ALPHA BWIRE
Managing Director

COMPANY OVERVIEW

HASS SCIENTIFIC & MEDICAL SUPPLIES LTD was established in 1993. This is a wholly owned Kenyan Company. The Company is a major distributor of clinical laboratory diagnostic equipment and reagents in East and Central Africa.

The company started its operation with a staff of three. To date this has increased over 10 fold. Besides, the company now occupies its own premises – HASS BIOTECHNOLOGY CENTRE located in Nairobi's up-market Hurlingham area.

The firm established its first foreign office in Kampala, Uganda in 1997 and now has a permanent staff of six. The Tanzanian market is currently serviced by through our Kenyan office. There is close partnership with two locally based distributors in Dar-Es-Salaam. HASS SCIENTIFIC RWANDA SARL was established in 2005 as a strategic Centre for supply of diagnostics in Rwanda and the neighboring Eastern Congo & Burundi.

The Company is a major supplier to the public sector, private sector; USAID/PEPFAR and NGO health care sectors. It has distribution agreements with the world's leading laboratory diagnostic manufacturers e.g. BIOMERIEUX (FRANCE), BECTON DICKINSON (USA), SYSMEX (JAPAN) and lately the KEMRI (KENYA) Hepcell diagnostic kit for Hepatitis (and later Kemcom-HIV kit).

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David Maina Mukiri
Managing Director

COMPANY OVERVIEW

My name is David Maina Mukiri. I am the Pharmacist-in-charge of Gathimaini Pharmacy.

The Company was registered in April 1997 and incorporated in 2003 with two directors, Mr. David Maina Mukiri and Mrs. Charity Wanjira Mwaura.

The Company is located in Kenya in a small town called THIKA.

Thika is a fast growing town that serves a wide area with majority of the population being small-scale farmers.

There are many existing businesses and upcoming ones in Thika.

The Pharmacy started as a small retail outlet for medicines, agricultural products, farm inputs, cosmetics and veterinary products. Over the years it has grown to become a wholesaler and retailer of the mentioned products and is now one of the busiest pharmacies in Thika town. We offer our services to individual customers as well as to the surrounding private hospitals, government institutions, pharmacies as well as the non-governmental organizations

The company has 15 employees and all of them are employed on a permanent basis.

The company intends to expand to importing and manufacturing of medicines. It intends to do this from its accumulated resources and partly through external resources.

There is a big market for medicines in Thika and Kenya as a whole as the population keeps on growing.

**AIM INTERNATIONAL PHARMACEUTICAL
CO. LTD**

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**Dr. Mahmoud Mohammed
Managing Director & Owner**

COMPANY OVERVIEW

Allow me to introduce AIM INTERNATIONAL PHARMACEUTICAL COMPANY LTD, in brief. AIM INTERNATIONAL PHARMACEUTICAL COMPANY LTD is a Kenyan limited company operating under investment law in Kenya and we are looking for business partners all over the world.

The company's purpose & scope of activities will cover distribution, promotion, wholesale, import & export of pharmaceuticals, chemicals, and appliances for human & veterinary for therapeutic & diagnostic use in East Africa. Our base will be in Kenya and to establish subsidiaries and associate companies in East Africa. We are all ex-managing directors for International & Multinational pharmaceutical companies in EGYPT and KENYA.

AIM PHARMA is seeking distribution/marketing partnerships with companies that can enhance its business profile and portfolio through innovative cost-effective quality products and healthcare services. In return, we shall undertake to substantially reduce costs and attendant risks to our principals by warehousing and distributing the principals' products as well as guaranteeing proper inventory management shared marketing costs and full market-based informatics for enhanced business growth.

The products we will select fall under various therapeutic classes including Antibiotics [Oral & injectables], GIT products, NSAIDS, Analgesics, CNS products, Anti-fungal, Antihistamines, Dermatological and Neurotherapeutics.

AIM PHARMA is exploring the possibility of a mutual partnership in Kenya and other areas in which we have operational expertise. It would be most kind of you, if you would provide me with elaborate brochures, products leaflets and / or other information sources that describe your line of activities in a little more details. A special committee for future business opportunities will carefully study this material.

Indications of your willingness, in principle, to get into cooperation agreement(s) with AIM INTERNATIONAL PHARMACEUTICAL COMPANY LTD would be also appreciated.



TEMPLE STORES PHARMACEUTICALS LTD
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Dr. Joseph Ngera Kiama
Chief Executive Officer

COMPANY OVERVIEW

Temple stores pharmaceuticals was founded and incorporated in 1996.

We are duly registered with the Ministry of Health through the Pharmacy and Poison Board.

We specialize in importation of pharmaceuticals mainly from Europe, Middle East and Asia. We supply major institution like government Hospitals, major Pharmaceuticals wholesale and retail pharmacies.

We have a wide range of products at very competitive prices.

Our mission is to ensure efficient supply of reasonably priced pharmaceuticals.

We have plans to start local manufacturing of several generic and branded medicines.

We have had a good working relationship with our customers, suppliers and bankers.

We have been involved in charity work like educating poor students as part of the companies' social responsibilities.

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Dr. KENETH KIBE NDICHU
Managing Director

COMPANY OVERVIEW

Transwide Pharmaceuticals is a limited company incorporated in the republic of Kenya in 1994, The principal activity of the company is importation and distribution of human pharmaceuticals and surgical equipment & disposables.

The main clientele comprise local retail chemist outlets, private hospitals, public hospitals, institutions as well as NGO'S doing humanitarian work in the war torn neighborhood of Sudan and Somalia.

The main areas of source are China, India, Malaysia and some European countries. We also distribute for locally incorporated manufacturing Companies doing the manufacturing here.

The main consideration when it comes to sourcing is the cost of the product and the emphasis is to target fairly priced generics of good quality. The reason being that the Kenyan economy is small and the income per capita is low and the majority would not afford expensively priced products

The future plan for the company is to set up a manufacturing plant as well as diversify the range of products to ensure sustained growth and affordable health care for all Kenyans and the neighborhood.

LIZSOL CHEM COMPANY LTD
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E MAIL: soloworld@wananchi.com



(Left) Solomon Gitundu, CEO
(Right) Dr. Willie Nyambati, Technical Dir.

COMPANY PROFILE

LIZSOL CHEM COMPANY LTD is a Kenyan based company established in 1999. The company deals in medical, laboratory, diagnostic and surgical equipment and reagents. Over the years Lizsol has expanded its resource to cap the wider market within the East African Region and the surrounding countries like Sudan and DRC Congo.

Our mission is to be a leader in the medical field by providing our clients with quality products and services.

The company has invested heavily on well-trained personnel to ensure delivery of quality service. Our personnel are periodically sent out on training courses to keep them up to date with changing technology in the market. The sales team boasts of well-trained personnel to satisfy the client's needs. On board is also a team of qualified agents who market, install and train on the various equipment, the company markets.

Location: At the heart of Nairobi's CBD, Longonot Place, Ground Floor, next to the world famous Norfolk Hotel, Kijabe Street. There is ample parking and security for our clients and visitors.

Structure of the company include among others –

1. FINANCE AND ADMINISTRATION DEPARTMENT;
2. TECHNICAL DEPARTMENT
3. SALES AND MARKETING DEPARTMENT.

The business uses various pricing strategies, sales tactics, advertisement and promotions & distribution of the products.

We have a wealth of clients, some of whom include:

National AIDS Control Programme (NASCO), Gertrude's Garden Children's Hospital, Marie Stopes Kenya, World Health Organization South Sudan, The Carter Centre/Global 2000 Inc, Kenyatta National Hospital, Plan International, African Medical and Research Foundation (AMREF), Moi Teaching and Referral Hospital, VSF Switzerland, Malteser Germany, Family Health International, World Health Organization, Kenya, University of Nairobi, American Embassy, JICA, Kenya Meat Commission.

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Mr. Robert Kamau Ngigi
Director

COMPANY OVERVIEW

Veteran Pharmaceuticals Ltd is registered in Kenya and deals in sale and distribution of laboratory products, surgical equipment and pharmaceuticals products.

We strive to meet the needs of both individuals and corporate clients.

We have a wide experience in the business, and deal in a broad array of products from Europe, India, U.S., and local manufacturers.

We are looking to expand our current product inventory, and provide much needed medical supplies to the market.

ABOUT KENYA

Population: 36,913,721

Age structure:

0-14 years: 42.1%
(male 7,826,804/female 7,720,456)

15-64 years: 55.2%
(male 10,219,575/female 10,174,922)

65 years and over: 2.6%
(male 446,355/female 525,609) (2007 est.)

Median age:

total: 18.6 years

male: 18.5 years

female: 18.7 years (2007 est.)



GDP (purchasing power parity): \$41.36 billion (2006 est.)

GDP (official exchange rate): \$17.43 billion (2006 est.)

GDP - real growth rate: 5.7% (2006 est.)

GDP - per capita (PPP): \$1,200 (2006 est.)

GDP - composition by sector: agriculture: 16.3% industry: 18.8% services: 65% (2004 est.)

Labor force: 1.955 million (2006 est.)

Labor force - by occupation: agriculture: 75% industry and services: 25% (2003 est.)